

THE LUBBOCK AVALANCHE

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(Incorporated)

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COUNT YOUR BLESSINGS

A noted writer in one of the magazines pens the following lines this week, that contains many truisms: "Would you be willing to go back to the standards of living that prevailed in 1821? In spite of all the praise of 'the good old days,' would you be content to give up the many conveniences we have gained in the past century?"

Next time you step into the corner store take a look around. Of all the articles on the shelves how many were on your shopping list 15 years ago? Make it 20 years and you will find that most of the things you buy today—and could not do without—were not even made then. The telephone now places the farmer in the instant communication with the source of the latest market reports, and saves him many hours of precious time in the event of sickness or accident. You eat more wholesome food. You wear better clothes. Your home is better furnished. You have more sanitary houses. You seek more healthful amusements.

"It was advertising that first proclaimed the usefulness of these things, that created an immediate and universal demand for them, that established a world-wide distribution which made them readily accessible to us all. Your whole standard of living has been raised—and why? Because of men who make these better things are telling you that you will be more comfortable happier and healthier if you use these higher grade goods. You men and women who buy things, let this impress you. You are better men and women because of advertising."

"McCormick invented the reaper and thereby made himself an everlasting benefactor of the farmer. But it was advertising that carried the wonderful news, with its far-reaching significance to the 'man with the hoe.' It is advertising that makes it possible for you to buy 'the best' with the utmost confidence in the promises made by the advertisement. It is advertising that encourages the inventor to make new comforts, and advertising enables you to use them almost immediately."

"Use this service most advantageously—read the advertising every day and more carefully than you have ever done before. Added economics, added comforts, added pleasures will result."

Though as many farmers did not attend the State Convention last week as was expected, still we are of the opinion that it was one of the greatest meetings that this section ever had. Great because of the fact that those farmers who attended the convention, were practical in their lines and they know farming land when they see it, and when they see the growing crops on the land, and find that the soil is as productive as the people of the South Plains claim it is, there will be sure results from their visit out here. When Bill goes over to see Bob's family Sunday afternoon they are sure to discuss this trip, and what they saw and their opinion will have more weight among their friends than a thousand pounds of printed literature, and we will be disappointed if numbers of people do not come here and buy homes from the influence of the people who attended the convention. The results may not be immediate, but their visit may bear fruit in years to come.

We know that the State Fire Marshal has been visiting a number of towns in this section of the state recently, and he has been giving some of them a rather severe criticism for the conditions that exist, and threatens to raise the rates or cancel insurance policies if the trouble is not speedily corrected. Lubbock might receive the same kind of reprimand should the distinguished official come around and take a peep at some of the business buildings in this city. The old town should be kept clean and eliminate all danger of cancelled policies and raised rates. It pays to be careful about fire hazards.

It was a wise decision of the farmers of the South Plains when they cut their cotton acreage down for this year, but we believe we see a danger signal out yonder in the 1922 future, which reads that too much wheat will prove fatal just the same as too much cotton or too much anything else. Mr. Farmer if you would play safe, diversify. Don't let the one crop idea get hold of you. You are not in a one crop country when you are farming in Lubbock county. Wide diversification is practical in this section, and the more it is practiced, the greater will be the prosperity of our people.

Col. R. P. Smyth, of Plainview suggests that the South Plains counties that expect to have an exhibit at the State Fair this year, group their exhibits and occupy at least the same section of the exhibition hall. He believes that the effect for the Whole South Plains section be greater than dividing the exhibits scattered all through the building as has been the case in the past. We do not know but what his idea is a good one, and we believe that it should have the attention of those who are to have charge of this work this year.

Editor Carlock of the Paducah Post has his hat in the ring for the next diamond to be given at the Khiva Shrine Temple ceremony which will be held in the very near future. Carlock is a good hustler and reports say he is now preparing his platform on which to make the race, and it will be no doubt be a very interesting document. Carlock was a former employee of the Avalanche, and we wish for him the greatest success possible.

We have not heard much of a noise like collecting any of the back taxes for the Lubbock Independent School District. That nine or ten thousand dollars would help out considerably toward financing the school.

HARD TO IMAGINE

Big Spring folks, or the majority of them at least, had rather boost for some other town than their own home town, or so it seems. They are always ready to boost the accomplishment of any gink just so he's not a resident of our city. We just can't explain the reason therefor unless it is that our folks are a little bit jealous, and are afraid that if our town prospers or one of our citizens is accorded a little praise someone they do not like may benefit. It's a mighty narrow viewpoint, but there is ample room to warrant this suspicion.

—Big Spring Herald.

It is hard for the Avalanche to imagine how it would feel to live in a town where the people are afflicted with such an awful disease as the above must be. For the lack of a better name we would call it "Jealousitis" and from the description of the malady it must be very serious, and dangerous and the people who are afflicted with it certainly should have close attention. If it is contagious we hope that those who have not already taken it will be able to get away from it without any bad effects. We believe this is a new disease in Big Spring. We hardly think it has been in the town very long, because we have known a few people who lived in Big Spring to come to Lubbock, and they at once became boosters for their home town—Lubbock—and spoke well of Big Spring. Maybe, Mr. Herald Editor, that you are just a bit melancholy. Probably you are sticking too close to the editorial desk, and not spreading enough of good cheer—smiles and hand shakes—not seeing the bright side of life or searching close enough for the silvery lining. Anyway, may the wave of that disease soon pass and the people of Big Spring will get back in line and be the thrifty bunch as of yore. No West Texas town can afford to be in the "grumps." This is too great a country for the people to find fault with, and there is honors for every town builder, and a rich reward for every town booster, and when one citizen is benefitted in a town the whole bunch should be glad of it. Jealousy has no place in the hearts of West Texans, and is not commonly found in West Texas climate.

A REWARD

The Avalanche will give a reward of five years subscription to any one who will cut all the weeds and burn them on Block 150. This is a bonifide offer, and when the work is done and the weeds are burned, you will be given a receipt in full for five years subscription to the South Plains Big Weekly.

The boys department of the Rotary Club is starting a campaign throughout the United States to insist that the boys who finish the grammar schools, and are to enter high school next term return to school this fall and complete their course. Rotary Clubs throuout the country realizes in their work among the boys that the boy who goes to school and finishes his high school course is not the one that they have any trouble with, but the fellow that drops out away down the line and begins to loaf on the streets in his early teens, is the fellow that is causing the peace officers the most trouble and filling the penitentiaries. It is a splendid movement on the part of the Rotary Club, and we hope they will succeed in getting the attention of the youths of this country, and persuade them to finish their education.

Whether or not the report be true that there was drunkenness in the camp, during the recent Sheriff's convention at Amarillo, remains to be proven. The hosts of the convention emphatically deny it, notwithstanding the reports to the contrary. We hope that the report is untrue, for if such stunts were pulled by this class of men who are supposed and sworn to enforce the laws of the land, and openly violate them themselves, there is little chance for the enforcement of any laws that they do not want to enforce. Men with a hankering for booze have no business in the office of sheriff.

It has been a long time custom to spend thousands of dollars of the people's money to have paintings made of the Governors and hang them in the halls of the capitol. We think it time to call a halt on this piece of extravagance. If a fellow makes an honorable governor the people will remember his works and adore him, and if he has not, then why fling his corrupt administration in the face of the people by displaying his mug on canvas. We consider this a waste of money, and Mr. Neff should see to it that this item is stricken from the appropriation bill. We need school money worse!

The guns of the Legislature are turned on Governor Neff. His recent speech making tour has resulted in making many of the representatives angry at him, and they are asking that he prove some of the charges brought by him of graft, etc. in the capitol. In other words Pat will have to "put up or shut up." Pat may unearth some gruesomeness down there that will not only be heard throughout the length and breadth of the Lone Star State, but will swell to the heavens. We just imagine that Pat knows something on somebody, and is liable to tell it if they keep on insisting.

If the Health Officer is going to declare weeds a nuisance we suggest that they begin on the city block. The city has no funds with which to have the weeds cut on individual property, but we know that they can certainly afford to keep their own property looking respectable. Nobody has ever noticed this but the Avalanche, but others have wondered why the city does not keep that block in better condition.

The Directors of the Panhandle South Plains Fair have given out a partial list of the premiums to be offered at the fair this fall. Read the list carefully, familiarize yourself with it, and talk it among your friends and neighbors. The directors invite you to become interested in it enough to help them out in making this list complete. They want to cover everything that is raised in this section of the country, and will appreciate your calling their attention to any omission they may have made.

The County Commissioners are going to make some more improvements on the Fair park. We are getting ready for the three days fair, are you?

GET OUR PRICES BEFORE BUYING FURNITURE

Investigate at Moore Brothers

The Nesco Perfect Oil Stove is the stove you have always wanted.

We are making exceptionally good prices on furniture, refrigerators, etc.

If you have an old automobile, make it look new by letting us put a new top on it.

If you need harness or leather goods be sure and get our prices—our service is complete.

Moore Brothers

North Side Square

PHONE 65

Lubbock, Texas

THE BEST HARNESS IS MADE AT MOORE BROS.

WITHOUT FURTHER COMMENT

THE LAWS WILL STAND

Bro. Shaw in the Higgins News deplores the fact that the anti-bootlegging laws seem inefficient in coping with the whiskey traffic, and that in our courts people who are notoriously guilty are dismissed from prosecution on account of some legal loophole.

It isn't so much the trouble with the law, Brother Shaw, as it is with the law trifiers. And by that term we mean all classes of people—criminals, lawyers, and judges—who seem to be in sympathy with the so-called personal liberty idea which would let a man handle all the liquor he wants to and be responsible to his conscience only. And juries are included in the list often-times.

What we need is a little old-fashioned justice from England once in a while. English courts do not recognize the American's adoption of "technicalities" in defeating the punishment of a law violator. The failure to dot an "i" or to cross a "c" is not considered in English courts. The courts there consider only as to the guilt or innocence of the defendant and that he has had a fair trial. If he is innocent, he is acquitted; if he is guilty he must suffer. In other words, it is a court of justice and not a court of law mumble-beeps.

The officers are sometimes responsible under our system because they don't know how to prepare a case and make it proof against irregularities. After a little experience they will know how to prosecute Mr. Bootlegger to a successful conviction and the apparent ease with which the offenders "beat the law" will be ancient history. The action of the sheriff of Deaf Smith county in stating that he would profit by his first errors—due to no experience in the working of the prohibition laws—and make his cases from here on out proof against miscarriage, is commendable, and that means that the law will in the end enforce prohibition.

Then there are the judges. If a judge shows too much of an inclination to favor the defendant in a whiskey case, his position will be filled at the next election by a man more in sympathy with cleanliness and morality.

It isn't so much the fault of the laws as it is the necessity of trying them out. The laws will stand and bootlegging will one day be much more taboo than the taking of human life is today.—Canadian Record.

We note from the newspaper reports that Williamson county people have developed enough pep, and have screwed up enough nerve, and have sufficient crop prospects to enable them to have a county fair this year. It is just occasionally that those counties down there have crops enough to make any showing. They are to be congratulated on their progressiveness this year.

Two thousand acres of sweet potatoes will insure a potato curing plant here. Why not plant 'em next year. They produce good. Why not raise potatoes as well as some other crop, when you can handle them, and the curing plant route will land them safely with a good market.

Much more interest is being shown in this country each year in the breeding and raising of registered hogs, cattle, horses, mules, chickens, sheep, etc. as well as in the planting of pure seed in the fields. Our farmers and stock raisers have found that scrub stuff does not pay.

There is probably more building going on in Lubbock than any other South Plains town, but still this active building program is not taking care of the housing needs of the city. People come to our office every day looking for houses to rent, and are willing to pay a nice rental, too.

The legislature will investigate the Ku Klux activities. Right and proper that they should. We are of the opinion that this is going entirely too far. This however is brought about by the failure of public officials to perform their duties properly.

The Legislature and the Governor have started in on the special session crosswise with each other, and the public will likely have to pay for a stormy session, and for the accomplishment of little.

Begin to tell the people about the fair. Take our word for it. It is going to be bigger and better than ever.

Lubbock is still building.

If You Want to Save

You could not do more toward accomplishing that saving that to have your auto tires vulcanized. The service of this station is to perfect tire and tube savings for you. We will do your repair work right and will appreciate all business given to us.

CARRINGTON'S TIRE SHOP

Royalty Building

Phone 147

Temple Trust Company

of

Temple, Texas,

Will lend you money on improved farms, and well located City property in Lubbock. Our rates are reasonable and options are good.

See

T. B. Duggan, Vice-President

Conley Building—Phone 30

The Japs continue to hunt something and some of these days they are going to find it with Uncle Sam and they will wish a thousand years that they had let well enough alone. Germany had the same idea that Japan fosters. Most folks like peace. At least the far sighted consider peace good business; if the Japs however, are thick-headed, it is their funeral.—Lamesa Reporter.

G. H. Grissom returned the latter part of last week from Waco, accompanied by his wife who underwent an operation in that city. We are glad to state that Mrs. Grissom is doing nicely and will be fully recovered from the operation in due time.

Mrs. Nina Claxton, of Hale Center, is here this week attending the bedside of her sister, Mrs. B. O. McWhorter, who is in a local sanitarium.

The suspended sentence law will not be repealed according to reports from Austin. Criminals will continue to be turned loose on the people and permitted to go and repeat their crimes. The suspended sentence law is good in its intentions. It is said that hell is full of good intentions, and likewise Texas will be. In either case does this make society any purer, or the people any safer?

People send your children to the free playgrounds. It's really something to be proud of. Lubbock is the only city we know of that has a free playground under the supervision of a paid instructor. But that's Lubbock, out and out to be far ahead of all other towns of its size in every progressive movement. Come to Lubbock.

We note that our Senator, W. H. Bledsoe, has introduced a resolution asking for an appropriation to pay for a painting of the impeached Governor, James E. Ferguson, to be hung in the Hall of Fame with the balance of the immortals and great men of the state. We leave the matter here. We dare not express our opinion.

Men should be big enough when elected to public office to do those things that will be of most benefit to the public and to their best interests, regardless of their personal feelings in the matter. This should apply from President down to the most humble office holder.

In answer to a letter from G. E. Hamilton, of Matador, inquiring if he would be in the race for the United States Senate next election, Hon. Thos. B. Love, states positively that he will be in the race to succeed C. A. Culberson, who has been in the United States Senate for 10, these many years.

Every advertiser should place his house and street number on his advertising and stationery. What's the use of having something you don't use. This will go far in familiarizing the people with the numbers and streets.

Are you boosting, or are you knocking?

More farmers are coming this fall.